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COUNTY EXTENSION EVALUATION

Evaluation of Results

The extension program consistent with fundamental education objectives should provide changes in knowledge, skills and attitudes.

"The changes in behavior brought about in the process of education may be usefully classified as:

- a. Changes in knowledge of things known.
- b. Changes in skills or things done.
- c. Changes in attitudes or things felt.

Teaching is setting situations so as to get behavior that will result in the desired changes."

1. People reached:

The Extension Service should reach a substantial majority of the people in the county.

2. People participating.

A substantial number of the people reached should actively participate in the extension program.

Degree of participation.

Criteria

- a. Enrollment and re-enrollment.
4-H, homemaker groups, farm associations, etc.
- b. Attendance at organized groups.
4-H, adult, field days.
- c. Completion of project or program.
- d. Attendance at other extension activities.
- e. Demonstrations, judging, fair exhibits, tours, achievement days (number and attendance.)

3. Leadership development.

The operation of the extension program should systematically develop a large number of skilled leaders.

Criteria

- a. Number of leaders serving in extension program.
(1) Increase.
(2) Number of new leaders.
- b. Number of community and civic leaders (successful alumni).
- c. What facilities exist for systematic leader training?
- d. What facilities exist for systematic leader appraisal?

4. Changed attitudes.

Criteria

- a. Preferences and requests for information and assistance.
- b. Change in program content.
- c. Measurement of participation in activities, such as health.
- d. Change in reading habits.
- e. Change in participation in elections, primaries, party organization.
- f. Change in attitude toward rural life.
- g. Change in attitude toward public policy.
 - (1) Participation in I.F.Y.E.
 - (2) Participation in public affairs meetings.
 - (3) Type of study program - United Nations, etc.

5. Practices adopted.

The extension program should produce wide adoption of approved practices.

Criteria

- a. Conservation of natural resources.
 - (1) Soil.
 - (a) Number of acres of strip cropping.
 - (b) Amount of fertilizer used.
 - (2) Crops.
 - (a) Number of farms using certified or recommended seed.
 - (b) Cultural practices.
 - (c) Disease and insect control.
 - (3) Livestock.
 - (a) Management.
 - (b) Disease prevention and control.
- b. Conservation of human resources.
 - (1) Degree of economic mechanization.
 - (2) Farm and home planning.
 - (3) Health and recreation - garbage - sewage - self improvement.

6. Increased real income.

The extension program should result in increased real income.

7. Desirable changes in land use.

The extension program should result in changes in land use.

8. Improved level of living.

The extension program should produce an improved level of living.

Criteria

- a. Number of homes with running water.
- b. Number of homes with bathroom facilities.
- c. Number of families giving particular attention to consumer problems.
- d. Number of homes with modern conveniences. Example: telephone, radio, electric service, home freezers.

9. Recognition of extension influence.

Local people should associate the Extension Service with the assistance they receive through the extension program.

Criteria

- a. Extension cooperators' identification of extension influence.

- b. Identification by such groups as governmental, press, radio, general public.
- 10. The program is widely known and generally accepted by local people as their program.
- 11. To what extent do Extension Service cooperators participate in more than one extension program or activity?
 - a. Is there evidence of more and better local leadership?
- 12. Do local people associate the Extension Service with the assistance they receive through the county program?

Evaluation of program

A large number of people representing all areas and appropriate interests should participate in the development of the extension program and in carrying it out. The program should be carried out in such manner to emphasize "Help people help themselves."

A. Program determination.

Criteria

- 1. Who did it?
 - a. Lay people.
 - (1) Is there county program planning machinery?
 - (2) What percentage participate in this machinery? Directly? Indirectly?
 - (3) Are the participants representative of diversity of interests?
 - b. County extension staff.
 - (1) Did all members participate?
 - c. State staff.
 - (1) Did appropriate members participate?
 - d. Special economic, social and other groups and agencies.
 - (1) Did appropriate groups and agencies participate?
- 2. How was it done?
 - a. Is there machinery to maintain continuous inventory resources?
 - b. Were facts regarding resources, practices, problems and obstacles?
- 3. What is the program? (What was done?)
 - a. Is it a comprehensive program based on problems and needs?
 - b. Is it consonant with longtime objectives? State? Local? National?
 - c. Is the program period definite and is it appropriate?
 - d. Are the purposes and procedures of the program clearly and definitely stated?

B. Carrying out the program.

Criteria

- 1. How is the allocation of responsibility for carrying out the program determined?
 - a. For county extension staff members?
 - b. For State extension staff members?
 - c. For lay leaders?
 - d. For other persons and organizations?

2. Are assignments of responsibility clearly stated and understood?
3. What machinery exists to enlist cooperator participation?
4. What percentage of the total potential clientele cooperates?
5. What procedures are used to assure that appropriate teaching methods and techniques of communications are employed for each phase of carrying out the program?
6. Does program execution technique produce the records and information essential to critical appraisal and review?
7. There should be provision in each State extension service for adequate program evaluation.

Criteria

- a. Is a person designated to give leadership to evaluation efforts?
- b. Is the extension staff trained to make evaluation and is it being done?
- c. Are the results of evaluation used for critical review and revision of the program?

Evaluation of Public Relations

Every member of a State extension staff has a responsibility for good public relations.

Criteria

1. Are members of the Extension Service widely and favorably known?
2. Relative financial support from sources within the State.
3. Voluntary expressions of commendation.
4. Extent of favorable editorial comment.
5. Ease with which voluntary local leaders are recruited and retained.
6. The existence of a systematic training program in public relations for State and local staffs.



